CONTENTS

1 **Improving Mail Response Rates With Express Mail**
How to survey senior executives
M. Jeffery Kallis and Joseph J. Giglierano

5 **Men and Women in Industrial Sales: Satisfaction and Outcomes**
Women have lower job satisfaction
Ellen J. Kennedy and Leigh Lawton

15 **Marketing New Products with Distributors**
High and low performing distributors with new products
Elizabeth J. Wilson and Arch G. Woodside

23 **Technology Life Cycles in Industrial Markets**
Manage technology life cycles
Edward T. Popper and Bruce D. Buskirk

33 **What Presale and Postsale Services Do You Need to be Competitive**
Develop a service systems orientation
A. Coskun Samli, Laurence W. Jacobs, and James Wills

43 **Determining Buying Center Size**
How to study the size of the buying center
Robert D. McWilliams, Earl Naumann, and Stan Scott

51 **Mail Survey Response, Speed, and Cost**
How to improve these areas
A. J. Faria and John R. Dickinson

61 **Successful New Product Team Leaders**
What do the more successful team leaders like
Gloria Barczak and David Wilemon

69 **Predicting the Effectiveness of Industrial Saleswomen**
Are there masculine and feminine selling traits?
Marvin A. Jolson and Lucette B. Comer

77 **Educational Backgrounds of High-Tech Salespeople**
Advantages and disadvantages of hiring technical people for sales
Kenneth Traynor and Susan C. Traynor

85 **How Firms Select Professional Services**
Four factors underlie the decision
Ellen Day and Hiram C. Barksdale, Jr.

93 **How Foreign Firms View Their U.S. Distributors**
What they like and dislike about U.S. distributors
Bert Rosenbloom and Trina L. Larsen

103 **Responding to the Green Movement**
Guidelines for chemical companies
Ken Peattie and Moira Ratnayaka

111 **Market-Led Quality**
Marketing's role in quality
Neil A. Morgan and Nigel F. Piercy

119 **Manufacturer Services for Distributors**
What programs does a distributor need?
Allan J. Magrath and Kenneth G. Hardy

125 **Traditional and High-Tech Sales Training Methods**
Few high-tech methods have been adopted
Robert C. Erffmeyer, K. Randall Russ, and Joseph F. Hair, Jr.

133 **Marketing's Lead Role in Total Quality**
QFD focuses the process
Charles R. O'Neal and William C. LaFief

145 **The Effect of JIT on Distributors**
Does JIT increase manufacturer-distributor conflicts?
Steve McDaniel, Joseph G. Ormsby, and Alicia B. Gresham

151 **Time-to-Market: Put Speed in Product Development**
Focus on speed
Joseph T. Vesey

159 **Vital Cross-Functional Linkages with Marketing**
Why is cross-teamwork necessary?
Jeen-Su Lim and David A. Reid

167 **A Value-Added Approach to Product Mix Decisions**
Product profit margins can result in poor decisions
John B. South and John E. Oliver

173 **Pricing in Foreign Markets: Pitfalls and Opportunities**
Guidelines to devise and implement pricing strategies
James K. Weekly

181 **Equipment Buying in Nigeria**
How equipment is bought in a developing country
E. D. Bamgboye

187 **Criteria Used to Select Management Consultants**
Reputation and industry-specific experience are key
Philip L. Dawes, Grahame R. Dowling, and Paul G. Patterson

195 **Follow-Up Mail Surveys**
The risks and costs to follow-up
M. Chris Paxson

203 **Effective Industrial Marketing with a Piggy Bank Budget**
Industrial marketing tips for smaller companies
Marv Rubinstein

215 **Beating the Commodity Magnet**
How to avoid becoming a commodity
V. Kasturi Rangan and George T. Bowman

225 **Why Salespeople Fail**
Six factors cause failure
Thomas N. Ingram, Charles H. Schwepker, Jr., and Don Hutson

231 **Developing Successful New Financial Services for Businesses**
Five key factors for success
Ulrike de Brentani and Robert G. Cooper

243 **The Impact of Computer Usage by Purchasing**
Extensive advances in computer usage
Richard E. Plank, David A. Reid, Valerie Kijewski, and Jeen-Su Lim

249 **Do Trade Shows Provide Value?**
Are trade shows worth the cost?
C. M. Sashi and Jim Perretty

257 **A Case Study of Equipment Purchasing in Czechoslovakia**
What is the procurement process?
Johan Roos, Ellen Veie, and Lawrence S. Welch

265 **Buying and Marketing CPA Services**
Developing and servicing the relationship
Arch G. Woodside, Elizabeth J. Wilson, and Patricia Milner

273 **Countertrade Practices in Indonesia**
Four forms of countertrade
Aspy P. Palia

281 **Using Certified Mail in Industrial Research**
How cost effective is this method?
Robert Ford, Frank McLaughlin, and Steven Williamson

287 **Do's and Don'ts of Cross-Cultural Negotiations**
Avoid cultural pitfalls
Paul A. Herbig and Hugh E. Kramer

299 **Internal Marketing of a Service**
What to stress in internal marketing
Gilbert D. Harrell and Matthew F. Fors

307 **Mail Response Rates from Distributors**
Money and a university sponsorship help responses
Sudhir K. Chawla, P. V. (Sundar) Balakrishnan, and Mary F. Smith

311 **Pricing Approaches in the Construction Industry**
Six relevant approaches
Akintola Akintoye and Martin Skitmore

319 **Identifying Independent Reps**
How to find better ones
Patrick R. Mehr

323 **Marketing Doesn't Make Credit Decisions**
Credit is gaining autonomy from marketing
Norton E. Marks, Kamal Abouzeid, and Bill Long

331 **Why Industrial Advertising Is Often Done In House**
It is more cost-effective to prepare materials in house
M. Louise Ripley

335 **Selecting and Evaluating Trade Shows**
Trade show types, goals, and measurements
Aviv Shoham

343 **Measuring and Managing Customer Service in Industrial Firms**
Add value with customer service
Michael H. Morris and Duane L. Davis

355 **The Changing Economics of Industrial Distribution**
Reducing the costs of marketing functions
Frank Lynn

361 **Business Users' Attitudes Toward Recycled Materials**
A survey of packaged goods manufacturers
Virginia B. Langrehr, Frederick W. Langrehr, and John Tatreau

369 **Author Index to Volume 21**